



## Orange Day, 25<sup>th</sup> February 2015

### **Twenty-year review of the Beijing Platform for Action: how far have we come in efforts to end violence against women and girls?**

The Secretary-General's Campaign UNiTE to End Violence against Women has proclaimed the 25<sup>th</sup> of each month as 'Orange Day', a day to highlight and take action against violence against women and girls. As a bright and optimistic colour, orange represents a future free from violence against women and girls, for the UNiTE Campaign.

2015 is a critical moment for efforts to end violence against women and girls as the twentieth anniversary of the [Beijing Declaration and Platform for Action](#) provides the opportunity to review progress to date and re-energize existing efforts, the [Millennium Development Goals](#) reach their end date, and a new global development framework, the [Sustainable Development Goals](#), come into force. It is therefore a crucial time to ensure that violence against women and girls is high on political and public agendas.

Orange Day in February occurs shortly before the [59<sup>th</sup> Commission on the Status of Women](#), which will take place at the United Nations Headquarters in New York from 9 to 20 March. Representatives of Member States, UN entities and non-governmental organizations from all regions of the world will attend. The main focus of the session will be a review of progress made in the implementation of the Beijing Declaration and Platform for Action. **Orange Day in February will therefore focus on how far we have come in efforts to end violence against women and girls in the lead-up to the 59<sup>th</sup> Commission on the Status of Women.**

#### **THE BEIJING DECLARATION AND PLATFORM FOR ACTION**

The [Beijing Declaration and Platform for Action \(BDPFA\)](#) was adopted by consensus in 1995 by 189 governments participating in the Fourth World Conference on Women in Beijing, China, and subsequently endorsed by the UN General Assembly. Its adoption was a statement of political

commitment by participating governments to advance the goals of equality, development and peace for all women everywhere and to ensure the full implementation of the human rights of women and girls. The Platform for Action set strategic objectives and outlined recommended actions to be taken across twelve ‘Critical Areas of Concern’, one of which was violence against women.

## **PROGRESS TOWARDS THE IMPLEMENTATION OF THE BEIJING DECLARATION AND PLATFORM FOR ACTION**

Regular five-year reviews of progress on fulfilling the commitments made in Beijing have been held since the BDPfA was adopted and endorsed. Ahead of the twentieth anniversary, in 2014, States were called upon to undertake comprehensive national-level reviews of the progress made and challenges encountered. The [Report of the United Nations Secretary-General \(E/CN.6/2015/3\)](#) provides an overview and appraisal of progress to date.

The report highlights the implementation of the BDPfA with respect to violence against women across four key areas: strengthening legal and policy frameworks to address all forms of violence against women, accelerating efforts to prevent violence against women, increasing the provision and integration of multisectoral support services, and improving data and evidence on violence against women.

It concludes that despite progress, levels of violence against women remain unacceptably high worldwide due to the slow and uneven implementation of national and legal frameworks, the insufficient attention paid to the prevention of the occurrence of violence, and the fact that persistent discrimination, gender inequality, discriminatory norms and gender stereotypes remain major obstacles to eliminating violence against women.

## **THE 59<sup>TH</sup> COMMISSION ON THE STATUS OF WOMEN**

The 59<sup>th</sup> Commission on the Status of Women will undertake a review of progress made in the implementation of the BDPfA and will adopt a political declaration on the occasion of the 20<sup>th</sup> anniversary of the BDPfA (a [draft of the declaration](#) was presented in January 2015). It will also address opportunities for achieving gender equality and the empowerment of women in the post-2015 development agenda.

## **ORANGE DAY ACTIVITIES**

On February 25<sup>th</sup> ahead of the Commission on the Status of Women at which the BDPfA will be reviewed twenty years since its adoption, find out more about developments in your country or region, and take action to get involved to show your support for plans to address gaps in the implementation of the BDPfA with special attention to violence against women and girls.

### **WHAT CAN YOU DO?**

- Learn more! Read your country's [report](#) on national level implementation of the BDPfA to find out more about progress and remaining challenges in efforts to end gender inequality and violence against women and girls.
- Wear orange and share your photos at @SayNO\_UNiTE on Twitter and on Facebook at <http://facebook.com/sayno.unite>. Remind the world that violence against women and girls still affects millions of women and girls and is a major issue of concern!

### **SAMPLE SOCIAL MEDIA MESSAGES**

#### **Twitter**

On 25Feb #OrangeDay #Iwearorangebecause I want my government to turn commitments into action to end #VAW. <http://ow.ly/J1Jh7> #CSW59

Today is #UNiTE's #OrangeDay! We are talking about #Beijing+20 & #VAW. How does your country fare? <http://ow.ly/JcdNr> #CSW59

As #CSW59 approaches & @UN reviews progress towards #Beijing20, efforts to end #VAW must be stepped up. <http://ow.ly/J1Jh7> #OrangeDay

#Iwearorangebecause #VAW is a global pandemic which must be prioritized. <http://ow.ly/J1Jh7> [attach image] #UNiTE #OrangeDay #Beijing20

On #OrangeDay 25Feb #Iwearorangebecause 1 in 3 women&girls worldwide suffer #VAW. <http://ow.ly/J1Jh7> #CSW59 #Beijing20 [attach image]

#CSW59 will review progress of #Beijing20. High time for commitments to end #VAW to become reality. <http://ow.ly/J1Jh7> #UNiTE

#### **Facebook**

Today is UNiTE Campaign's #OrangeDay, a day to take action to end violence against women and girls. Impacting 1 in 3 women and girls in their lifetime, violence against women is a global pandemic. It is rooted in gender inequality, a problem that can be solved, if the progressive steps outlined in the Beijing Platform for Action adopted by Governments in 1995 are fully implemented! Join us in raising awareness and calling upon Governments, the United Nations and civil society organizations to come together to review the progress made in the implementation of the Beijing Declaration and Platform for Action at its twentieth anniversary. Ending violence against women and girls must be a top priority. <http://ow.ly/J1Jh7>

25<sup>th</sup> of every month is #OrangeDay – a day to raise our voices to demand an end to violence against women and girls! Wear orange and share your photo wearing orange on social media using the hashtag #OrangeDay. This month, UNiTE Campaign is focusing on the progress made and gaps that remain in implementing the Beijing Platform for Action, the most progressive road map to gender equality! Find out more: <http://ow.ly/J1Jh7>

This month on #OrangeDay the UNiTE Campaign is highlighting challenges and achievements in the implementation of the Beijing Platform for Action, 20 years since its adoption in the run up to the 59th Commission on the Status of Women (CSW59). What progress has been made in your country to address violence against women and girls? Find out here. <http://ow.ly/J1Yhn>